

# The Text Marketer Email-to-SMS Gateway

How to make the most of the email to text message system

User Guide

Version 1.5

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[www.textmarketer.co.uk](http://www.textmarketer.co.uk)

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## Document Change Log

Date	Version	Detail
26 March 2014	1.6	New multiple address sending
21 November	1.5	Ability to change message termination ending
7 April 2011	1.4	New style document
1 February 2011	1.3	Rewrite to make it easier for beginners
3 September 2010	1.2	Update to reflect new services
22 March 2010	1.1	Revised resources
3 March 2010	1.0	Initial draft

## Introduction

The Text Marketer email gateway is extremely popular due to its obvious ease-of-use. Send text messages to your customers via a simple email. Your customers enjoy the convenience of getting a text message straight to their phone, and you never found texting people so easy.

The email-to-SMS gateway is also very flexible. For advanced users, it can handle multiple recipients in one message. You can specify the originator – the sender ID displayed to the recipient – or just leave it to the default value set on your account.

You can also combine it with a txtUs® number – only from Text Marketer – or a reply keyword, and have 2-way conversations via email. Your customers are very impressed with the speed of your response and the convenience of communicating by text. For more details see *Two-way messaging with txtUs® and reply keywords* on page 13.

Some Text Marketer users like to use the email gateway to integrate SMS sending into their own IT systems. This user guide explains how to use the email gateway for all our users.

## Quick Start Guide

You need a Text Marketer account to use our email-to-text gateway. You can sign-up for free at [www.textmarketer.co.uk](http://www.textmarketer.co.uk) and get 10 free credits to get you started.

For those people in a hurry to get started, here's a summary of how to use the gateway. A more detailed description follows on the next page.

```
To: <mobile-number>@textmarketer.biz
Subject: APIusername%APIpassword
Body: a message over one/more lines followed by##
```

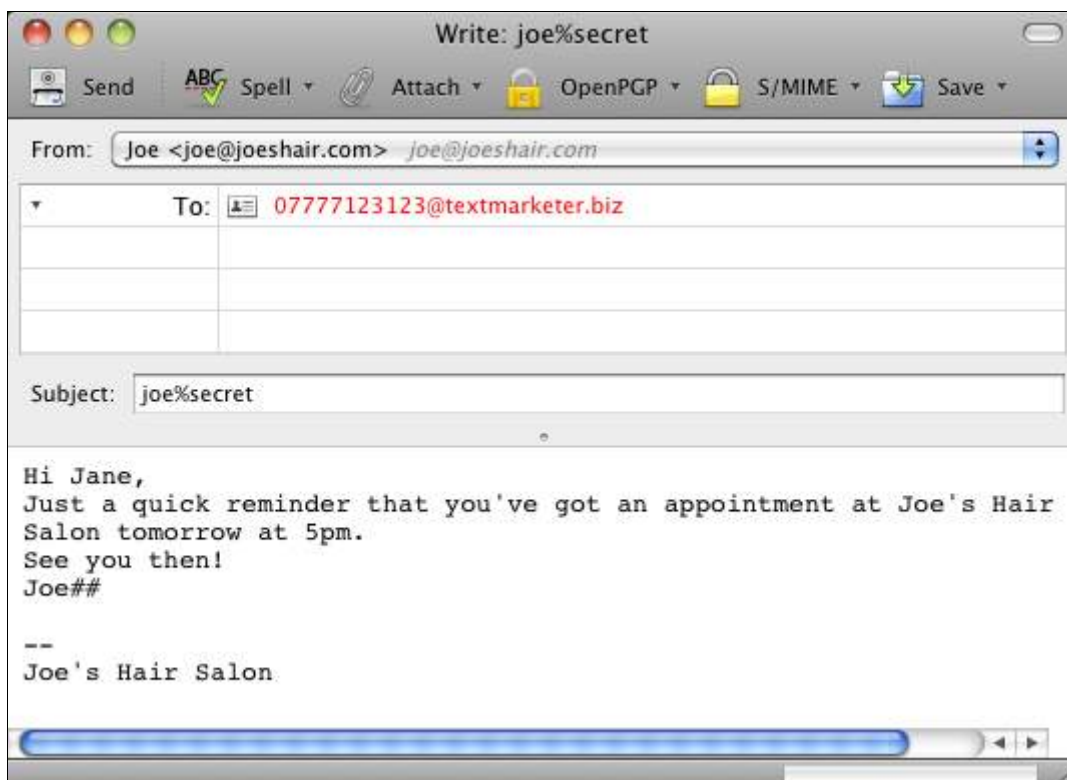
where:

- '<mobile-number>' is the mobile number you wish to send the message to (one number only per email – see *Advanced Use* on page 11 for an explanation of using multiple numbers)
- *APIusername* is your API username (followed by '%')
- *APIpassword* is your API password

INFO: If you don't know your API username and password, you'll find them when you log on to the Text Marketer web interface here:

<http://apps.textmarketer.co.uk/account/> (Settings > API Settings)

### Example



## A Longer Explanation – basic use

You need a Text Marketer account to use our email-to-text gateway. You can sign-up for free at [www.textmarketer.co.uk](http://www.textmarketer.co.uk) and get 10 free credits to get you started.

### Username and Password

To be sure that no-one else can use your account for sending text messages, we provide you with an API username and password to identify you when you use any of our API services, such as the email gateway. These are different to the username and password you use to log in to the web interface.

INFO: If you don't know your API username and password, you'll find them when you log on to the Text Marketer web interface here:

<http://apps.textmarketer.co.uk/account/> (Settings > API Settings)

### Email Subject: Field and Authentication

There are two ways we allow emails to be authenticated

#### Username and password

Your API username and password must go in the email subject, separated by the '%' sign. If you get the username or password wrong, or you forget the %, no text message will be sent and you will not get a response from the email gateway.

For example, if your API username is 'joe' and your API password is 'secret', the email subject must always be set to:

```
joe%secret
```

#### Domain Authentication

In this instance the subject field is ignored and the domain name from the email is used, this has to be a company based domain (not hotmail etc) and your mail server needs to be configured correctly as we will reverse look up the domain to prevent unauthorised use.

INFO: To enable domain authentication, log in to your account then navigate to: Settings > Account Settings. Complete the "Use Domain Settings" box with your domain, click submit then click "toggle" next to your domain.

### Email To: Field

For basic use of the email gateway, the To: field is used to specify the mobile number to send the message to. The address is:

```
<mobile-number>@textmarketer.biz
```

where '<mobile-number>' is replaced with the mobile number of the recipient. For example to send to the mobile number 07777123123, the address to put in the To: field is either:

```
07777123123@textmarketer.biz
```

or:

```
447777123123@textmarketer.biz
```

The second example is simply the international format for a UK number.

NOTE: Numbers in international format should not include any leading zeros or + signs.

Please note that you cannot put multiple numbers in the To: field, only one number per email. If you want to send a message to multiple recipients, please see *Advanced Use* on page 11.

IMPORTANT: Please note that the email address you use for basic use should end in textmarketer.**biz** (as above) and **NOT** textmarketer.co.uk.

## Email Body

The content of your email is the message you wish to send to the recipient. Your message can be on more than one line, by default it **must** end with the following 2 characters:

```
##
```

INFO: You can change the termination string ## to anything you like up to 5 characters or you can disable it completely. To change the settings, log in to your account then navigate to: Settings > Account Settings. Complete the "Message Termination" box with your changes then click submit. If you want to disable the message termination string click "toggle".

Everything in your email up to the ## will be sent to the recipient, so be careful how much you write. Remember that a normal text message is only 160 characters.

How much is 160 characters? The multi-line example below\* is exactly 160 characters.

NOTE: There are some restrictions on the characters you can use in the email, please see *Advanced Use* on page 11 for more information.

Example of a single line message:

```
Please call 02012345678 to book your next car service.##
```

\*Example of a multi-line message:

```
Hi George,  
I thought you might like a reminder of our meeting tomorrow at 2pm.  
Looking forward to discussing the project & planning the next step.  
Regards,  
John##  
  
--  
Widgets Ltd.  
02012345678
```

So everything up to the ## is sent in the message, and the rest is discarded. This means that if your email software automatically includes a signature at the end of your email, as in the example above, it will not be sent to the recipient.



In the second example above, the recipient would get a text message with the following text:

```
Hi George,  
I thought you might like a reminder of our meeting tomorrow at 2pm.  
Looking forward to discussing the project & planning the next step.  
Regards,  
John
```

### Long messages

What happens when your message exceeds 160 characters?

If you exceed 160 characters you automatically invoke 'concatenation sending'. This will mean that each message consists of 153-character 'chunks', i.e. no longer 160 characters. The extra characters are used to 'glue' the messages together.

So a message that is 307 characters long will actually require 3 text messages to send (153 characters + 153 characters + 1 character). Although it will appear as one long text message to the recipient, it will use 3 credits to send.

### The originator/sender

The originator of the message is what is displayed to the recipient as 'the sender'. This can be text (up to 11 characters) or a mobile number (up to 16 digits). For example, you might want the originator to be "Hair Salon". Or you might want it set to Joe's mobile number, so that people who reply to the message will send it directly to Joe's mobile.

INFO: For more advanced 2-way messaging, see *Two-way messaging with txtUs© and reply keywords* on page 13.

The originator is set by including a line in the email body that ends with a '#', e.g.:

```
Hair Salon#
```

You'll notice that the originator ends with one '#', whereas the message ends with a double '##'. It doesn't matter whether the message comes first, or the originator comes first, so long as the ending is correct. For example:

```
Hi Jane,  
Just a quick reminder that you've got an appointment at Joe's Hair Salon  
tomorrow at 5pm.  
See you then!  
Joe##  
Hair Salon#
```

and:

```
Hair Salon#  
Hi Jane,  
Just a quick reminder that you've got an appointment at Joe's Hair Salon  
tomorrow at 5pm.  
See you then!  
Joe##
```

will both work, and will mean that the recipient sees the sender displayed as “Hair Salon”.

If you do not set an originator in the email body, the default originator on your account will be used.

## What if it doesn't work – Errors

If your email-to-SMS request is successful, with no errors or problems, you will not get any response by email (unless you're using the Sandbox service). However, if there are any problems with the format of your email, or problems sending to any of the numbers you specify in the email, you will get a verbose email response with details of the problem(s) encountered.

NOTE: You will not get any response if your API username or password (included in the email subject) were incorrect, or did not contain the ‘%’ character to separate them.

REMINDER: If you don't know your API username and password, you'll find them when you log on to the Text Marketer web interface here:

<http://apps.textmarketer.co.uk/account/> (Settings > API Settings)

NOTE: To use the Messagebox's Stop Group and make sure that no numbers are included in it receive any message, please call Text Marketer and make the request.

## Advanced Use

The basic system is made to be as simple as possible. However sometimes people want more flexibility, in particular for sending a message to multiple recipients.

### A single email address

For advanced users, a different email address is available for the email-to-SMS gateway:

```
gateway@textmarketer.co.uk
```

IMPORTANT: Please note that the email address for advanced use should be gateway@textmarketer.co.uk (as above) and **NOT** gateway@textmarketer.biz. Also, sending an email to <mobile-number>@textmarketer.co.uk will not work.

Using this email address, you must specify the mobile numbers of the recipient(s) in the email body, as explained below.

### Multiple/single recipients in the email body

It is possible to specify the mobile numbers to send the message to in the email body. You can specify one or many numbers as recipients in this way. Here's how it works...

The mobile numbers of the recipients must follow both the originator (optional) and the message in the email body, for example, if Jane's mobile number is 07777123456:

```
Hi Jane,  
Just a quick reminder that you've got an appointment at Joe's Hair Salon  
tomorrow at 5pm.  
See you then!  
Joe##  
Hair Salon#  
07777123456
```

will send this message to Jane's mobile number 07777123456 with "Joe's Hair Salon" as the sender.

This will also work:

```
Hi Jane,  
Just a quick reminder that you've got an appointment at Joe's Hair Salon  
tomorrow at 5pm.  
See you then!  
Joe##  
07777123456
```

but will use the default originator as set in your account. However this won't work:

```
07777123456  
Hi Jane,  
Just a quick reminder that you've got an appointment at Joe's Hair Salon  
tomorrow at 5pm.  
See you then!  
Joe##
```

because the mobile number is before the message.

## Multiple recipients

You can send to multiple recipients in two ways.

I. By listing the numbers on a single line, separated by commas, e.g.:

```
Special offer at Joe's! 10% off all cut and blow-dry appointments this
month. Please call us on 02012345678 to book your appointment.##
Hair Salon#
07777000001,07777000002,07777000003
```

You can achieve the same result with the following email body:

```
Special offer at Joe's! 10% off all cut and blow-dry appointments this
month. Please call us on 02012345678 to book your appointment.##
07777000001
07777000002
07777000003
```

in the above example, all the mobile numbers are on a new line, without any commas. In this example we have removed the originator, "Joe's Hair Salon" to show that you do not always need it, but you would need to set the default originator to be "Joe's Hair Salon" on the account to achieve exactly the same result as the previous example.

Alternatively you can send to multiple numbers by adding @textmarketer.biz at the end of each number and writing them directly into the email recipient section like this:

```
07777000001@textmarketer.biz;07777000002@textmarketer.biz;
```

```
Special offer at Joe's! 10% off all cut and blow-dry appointments this
month. Please call us on 02012345678 to book your appointment.##
Hair Salon#
```

## Testing with the Sandbox

So that you can test the system without using any credits, we have provided a sandbox system for testing. This is simply an email address that you can send test messages to, which will not be sent as text messages. Instead an email is returned to you with a confirmation of what would have been sent, if you'd used the live system.

The sandbox email address is:

```
gateway-sandbox@textmarketer.co.uk
```

For example, sending the previous example message to the sandbox address, you would get the reply:

```
Your test would have successfully sent this message:

'Special offer at Joe's! 10% off all cut and blow-dry appointments this
month. Please call us on 02012345678 to book your appointment.'
```

to the following numbers:

- 1) 07777000001
- 2) 07777000002
- 3) 07777000003

## Two-way messaging with txtUs<sup>®</sup> and reply keywords

We have found that people love using the email-to-SMS gateway because it's so convenient and easy-to-use. Imagine how convenient it would be if your customers could also text you, using a special keyword that is unique to you, and the incoming text was converted to an email and delivered to your inbox. You could then simply hit 'reply' to send them another text via the email-to-SMS gateway.

That's the power of reply **keywords**.

Imagine too how convenient it would be if your customers could simply reply to the text message you sent them via the email gateway, without even needing a special keyword, and that text message reply came back to your email address with a history of the conversation between you and the customer.

That's the power of **txtUs<sup>®</sup>**.

### How the shortcode reply keyword works

Your marketing includes the ability for a customer to text your chosen keyword to the number 88802, e.g. "Text CREATE to 88802". The entire incoming message is captured, i.e. anything after the initial keyword. For example, you could ask people to text in your keyword followed by their name and email address. You could configure your account to forward incoming text messages, which were sent to your keyword, on to your email address.

So you have received an incoming text message in your email inbox. Using the email-to-SMS gateway you can simply 'reply' to the email, and the message will be converted back to a text message and sent your customer.

You can get a reply keyword via your account:

```
http://apps.textmarketer.co.uk/account/  
(Incoming SMS > Add a reply keyword)
```

### How the txtUs<sup>®</sup> number works

With a txtUs<sup>®</sup> number, you will be given a dedicated mobile number, e.g. our txtUs<sup>®</sup> number is 07860 021840. You can use this number to receive text messages. All messages sent to your txtUs<sup>®</sup> number are allocated to your account.

In a similar way to the reply keyword, you can configure your txtUs<sup>®</sup> number to convert incoming text messages to emails to be delivered to your inbox, including (optionally) a history of the conversation you have had with that customer. Again, you simply hit 'reply' to send a text message back to the customer.

This is a great way of enabling a true two-way conversation via text message, but all from the comfort of your inbox.

You can get a txtUs<sup>®</sup> number via your account:

```
http://apps.textmarketer.co.uk/account/  
(Incoming SMS > Add a txtUs Reply Number)
```